

ORDER



Orders
Order / Rev: 723611
Alt Order #: 06385296
Product Desc: RNC
Estimate: 3442
Flight Dates: 10/25/12 - 11/05/12
Original Date / Rev: 10/19/12 / 10/25/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Republican National Committee
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	29	\$82,850.00	\$70,422.50
10/29/12	11/05/12	73	\$158,550.00	\$134,767.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$82,850.00	\$70,422.50	0.00
November 2012	73	\$158,550.00	\$134,767.50	0.00
Totals	102	\$241,400.00	\$205,190.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	11/02/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$3,700.00	P-5	0.00	NM	2	\$7,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$3,700.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$3,700.00		0.00			
E 2	WKYC	10/26/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$2,500.00		0.00			
E 3	WKYC	10/26/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
E 4	WKYC	10/26/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$375.00	P-5	0.00	NM	2	\$750.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00			

Order / Rev: 723611
 Alt Order #: 06385296
 Flight Dates: 10/25/12 - 11/05/12

Advertiser: Republican National Committee
 Product Desc: RNC
 Estimate: 3442

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WKYC	10/28/12	11/04/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,800.00	P-5	0.00	NM	2	\$7,600.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$3,800.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	-----S	1		\$3,800.00		0.00						
E 25	WKYC	10/28/12	10/28/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	1	\$20,000.00	P-5	0.00	NM	1	\$20,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$20,000.00		0.00						
E 26	WKYC	10/28/12	11/04/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$2,500.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	-----S	1		\$2,500.00		0.00						
E 27	WKYC	10/25/12	11/01/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$3,700.00	P-5	0.00	NM	2	\$7,400.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$3,700.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$3,700.00		0.00						
E 28	WKYC	10/25/12	11/01/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$2,500.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$2,500.00		0.00						
E 29	WKYC	11/01/12	11/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
E 30	WKYC	10/25/12	11/01/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$375.00	P-5	0.00	NM	2	\$750.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$375.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$375.00		0.00						
E 31	WKYC	10/25/12	11/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	2	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	2		\$1,200.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	---T---	2		\$1,200.00		0.00						
E 32	WKYC	10/25/12	11/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$2,000.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$2,000.00		0.00						
E 33	WKYC	11/01/12	11/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	---T---	1		\$3,800.00		0.00						
E 34	WKYC	10/25/12	11/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	2	\$2,300.00	P-5	0.00	NM	3	\$6,900.00
COMMENTS APPLY TO SUB LINES A THRU B															
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 723611
 Alt Order #: 06385296
 Flight Dates: 10/25/12 - 11/05/12

Advertiser: Republican National Committee
 Product Desc: RNC
 Estimate: 3442

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	WKYC	10/25/12	11/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	2	\$2,300.00	P-5	0.00	NM	3	\$6,900.00
COMMENTS APPLY TO SUB LINES A THRU B CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$2,300.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$2,300.00		0.00			
E 35	WKYC	10/25/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	2	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	---T---					2	\$2,500.00		0.00			
E 36	WKYC	10/30/12	10/30/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$3,700.00	P-5	0.00	NM	1	\$3,700.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,700.00		0.00			
E 37	WKYC	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,000.00		0.00			
E 38	WKYC	10/30/12	10/30/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$375.00		0.00			
E 39	WKYC	10/30/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$1,200.00		0.00			
E 40	WKYC	10/30/12	10/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,000.00		0.00			
E 41	WKYC	10/30/12	10/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,800.00		0.00			
E 42	WKYC	10/30/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,300.00		0.00			
E 43	WKYC	10/30/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$2,500.00		0.00			
E 44	WKYC	10/31/12	10/31/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,700.00	P-5	0.00	NM	1	\$3,700.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,700.00		0.00			
E 45	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 723611
 Alt Order #: 06385296
 Flight Dates: 10/25/12 - 11/05/12

Advertiser: Republican National Committee
 Product Desc: RNC
 Estimate: 3442

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,500.00		0.00						
E 46	WKYC	10/31/12	10/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
E 47	WKYC	10/31/12	10/31/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$375.00		0.00						
E 48	WKYC	10/31/12	10/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	2		\$1,200.00		0.00						
E 49	WKYC	10/31/12	10/31/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,000.00		0.00						
E 50	WKYC	10/31/12	10/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$3,800.00		0.00						
E 51	WKYC	10/31/12	10/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	2	\$2,300.00	P-5	0.00	NM	2	\$4,600.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	2		\$2,300.00		0.00						
E 52	WKYC	10/31/12	10/31/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	2		\$2,500.00		0.00						
													Totals	102	\$241,400.00